

MARKET NETWORK ANALYSIS - JUNE 2021: Northeast Syria

INTRODUCTION

This Market Network Analysis was conducted in order to gain an understanding of the functionality of markets and the interdependencies between markets and communities in covered locations. The analysis illustrates the market locations that communities rely on. This analysis aims to support humanitarian actors in the quick identification of communities that would likely be affected should a market fall out of service, and in the implementation of market-based interventions in this region.

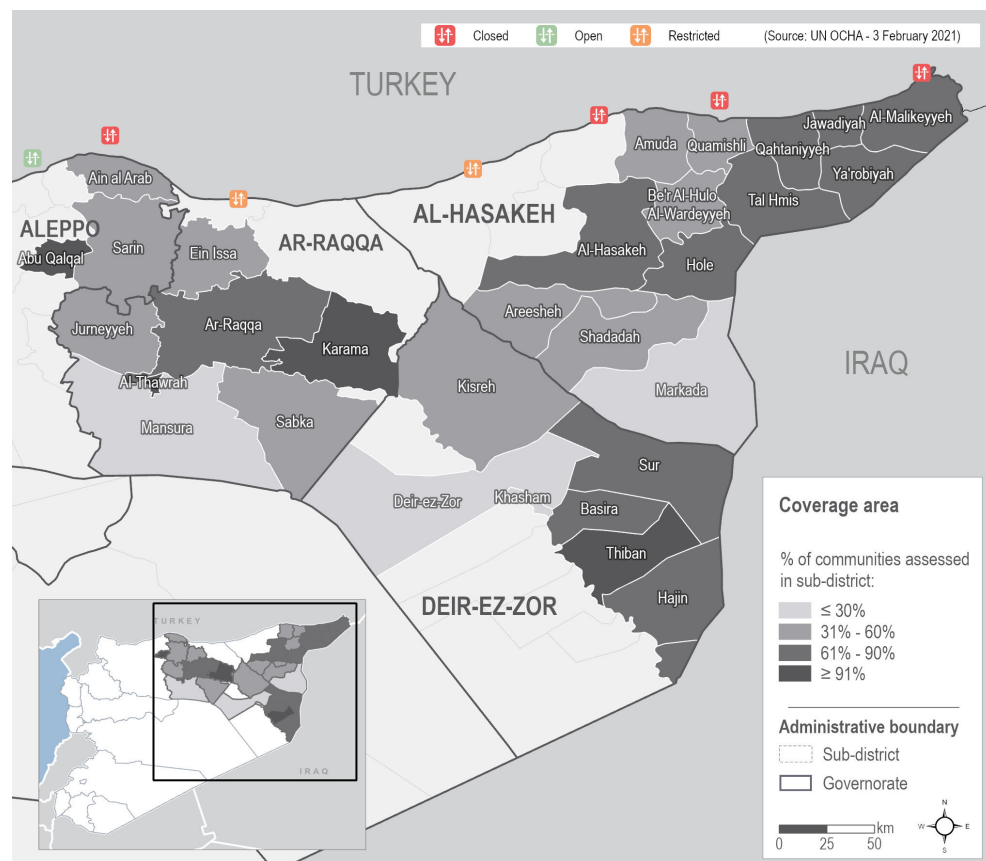


Table: Percentage of assessed communities where KIs reported functioning markets and traveling to outside markets

	Fuel	Hygiene Items	Fresh Food	Bulk Food
Market (full functionality)	18%	27%	31%	25%
Market (limited functionality)	21%	38%	25%	40%
Travelled to markets	90%	86%	82%	90%

METHODOLOGY

This Market Network Analysis focused on four necessary item types using a Key Informant (KI) methodology, where KIs were selected based on their community-level and sector-specific knowledge. KIs were asked where individuals in their communities go to purchase four item types: fuel, hygiene items, fresh food and bulk food. KI reports of people from one community traveling to another community to access markets indicate a market network “connection” between the respective communities, as depicted on the maps. The importance of a market hub was assessed by looking at the number of surrounding communities served by the market hub, as well as the geographical reach of the market hub. The geographical reach was defined by calculating the area of a convex hull containing the market hub and the surrounding communities.

The terms indicating item types are not strictly defined but rather self-explanatory. Therefore, it can be interpreted that fuel consists of fuel used for different purposes (e.g. transport, cooking or heating), and the same applies to hygiene items. The distinction between fresh food and bulk food is made accordingly so that bulk food consists of packaged goods sold in bulk, such as ghee/vegetable oil, red lentils, rice, salt, sugar and tomato paste, whereas fresh meat, fruits and vegetables are included in fresh food.

Data collection took place from 27 June – 1 July 2021. REACH relied on a network of Syria-based enumerators in accessible locations throughout Al-Hasakeh, Ar-Raqqa, Deir-Ez-Zor and northeast Aleppo, who conducted 1,204 interviews with KIs (one per community) located in the communities that they were reporting on. Due to security and COVID-19 concerns, data collection was conducted via phone interviews. The analysis is not representative of all market communities or networks, but is rather indicative of the market networks reported by KIs.

KEY FINDINGS

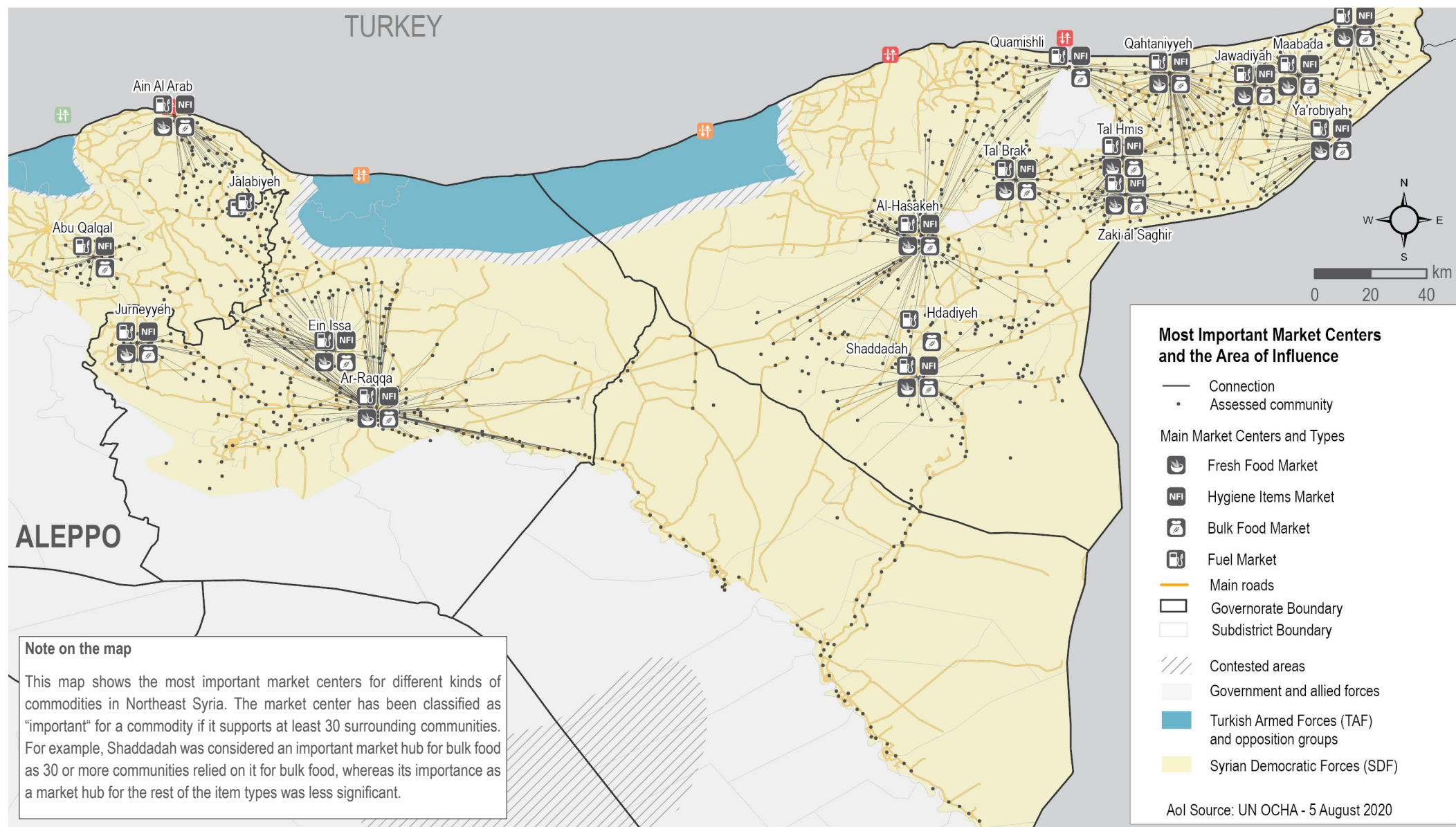
Around 44% of the assessed communities have no kind of functioning markets,¹ making traveling to outside markets the only option. In almost every assessed community (87%), KIs reported people traveling to outside markets for some product categories. Besides being forced to travel due to the lack of markets, better selection, cheaper prices and better quality of goods were other commonly reported reasons for traveling. Moreover, if markets existed, KIs often reported that the quantity of goods available in local markets was not sufficient to meet the demand. As a challenge to accessing markets, in 95% of the assessed communities KIs reported people having no cash or low purchasing power, which underscores the pressing situation caused by the [depreciation of the Syrian Pound](#) that has led prices of common goods to soar. For challenges when traveling to outside markets, the KIs reported well-known problems, such as lack of transportation (in 87% of assessed communities), high price of transportation (81%) and markets being too far (50%). In 32% (385) of assessed communities KIs reported markets being affected by road damage.

KIs in only 24% of the assessed communities reported that all four different market types were fully functioning. In 87% of the communities, some market types were reported as being nonexistent, or they were only partially functioning. Reported challenges to running a proper market include the community lacking people with capital or means to run a proper market with all necessary items in stock (reported by KIs in between 83% and 85% of assessed communities depending on the item type). Moreover, supply challenges and/or profitability were also often mentioned reasons across all item categories (in 35%-54% of assessed communities). Physical damage to infrastructure was also mentioned as a reason (streets and roads: 5%, electricity: 14%).

¹ Percentage of assessed communities without a functioning market: fuel market: 39%, hygiene item market: 65%, fresh food market: 56% and bulk food market: 65%

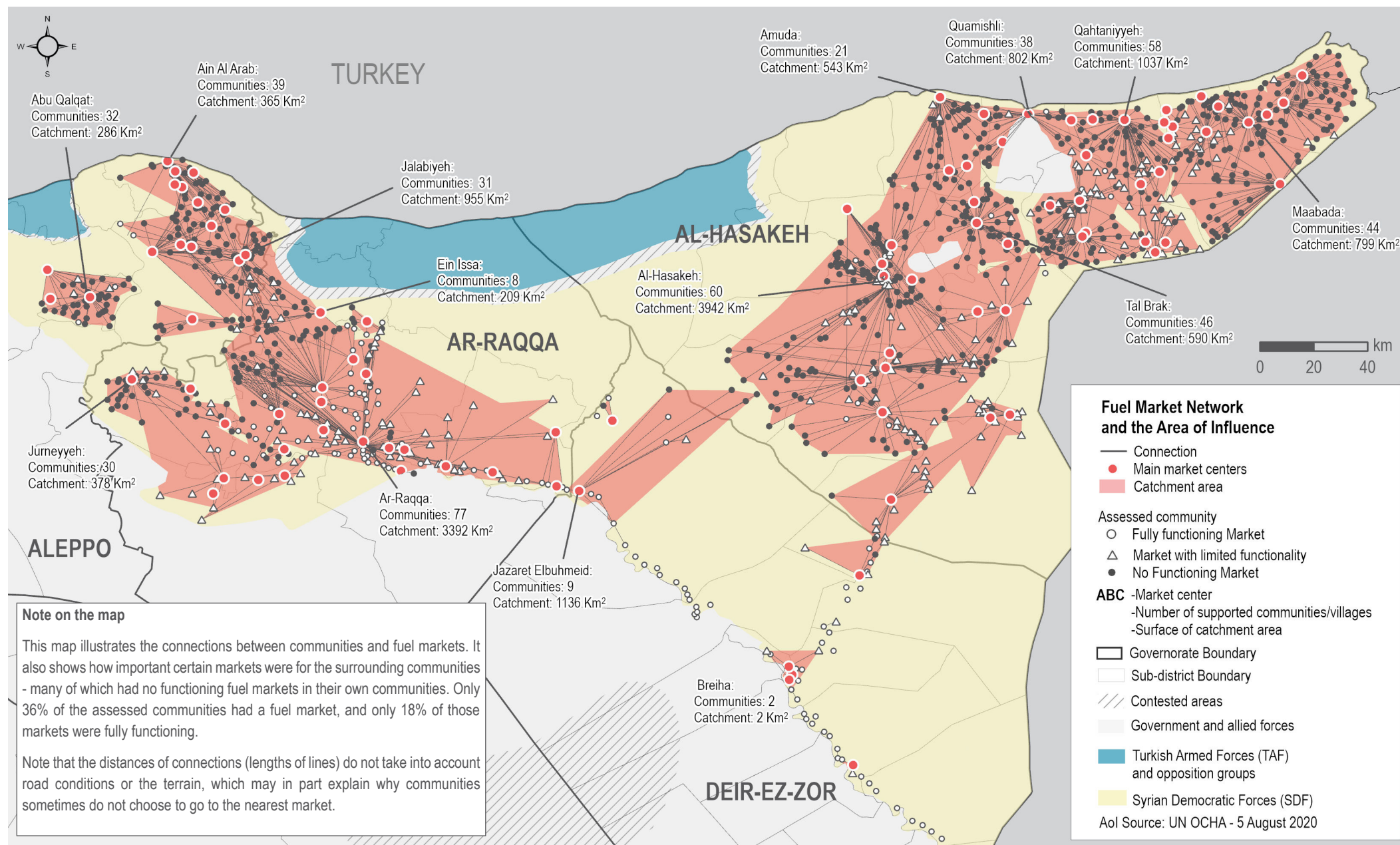
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1. Market Hubs



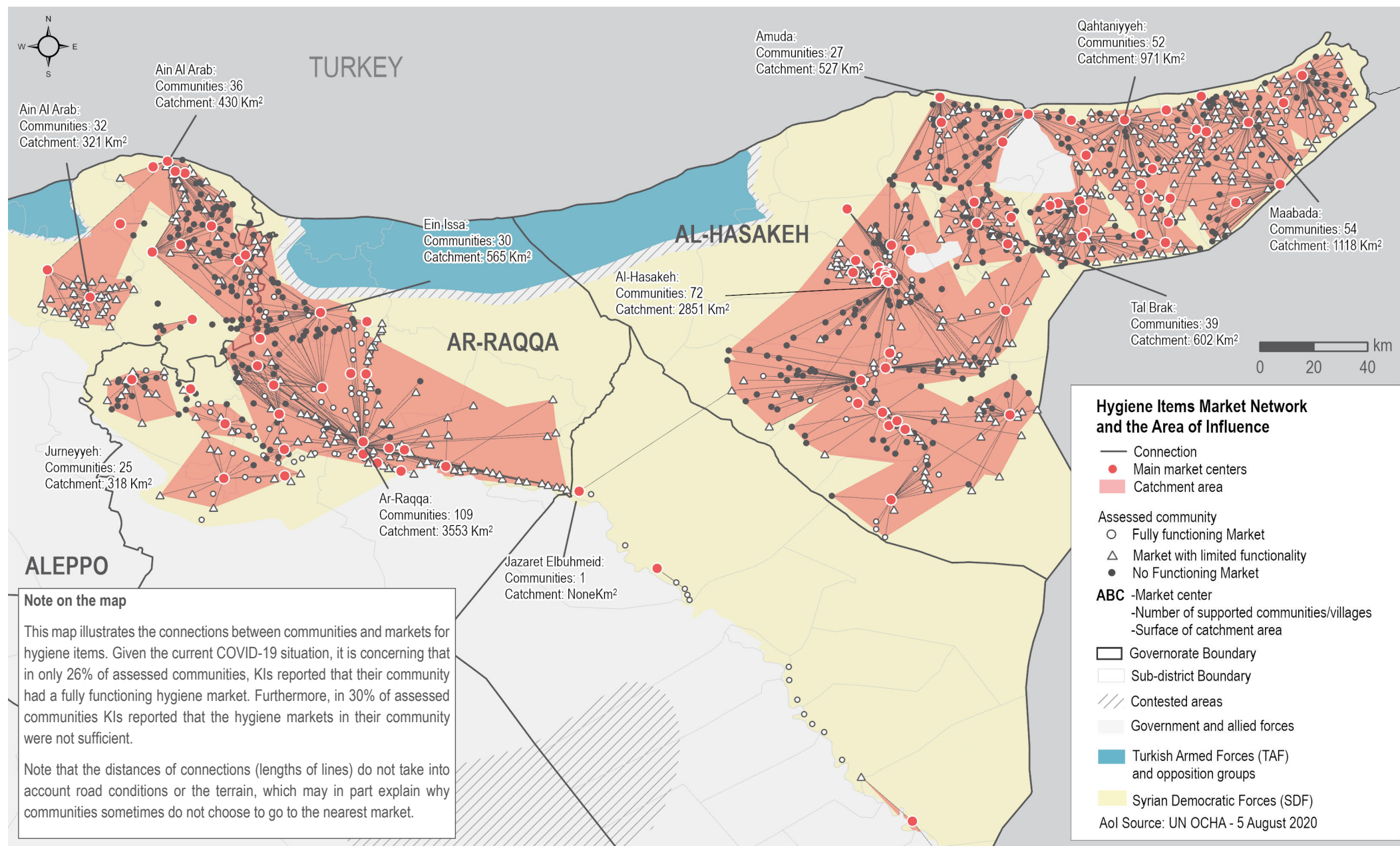
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2. Fuel Market Network



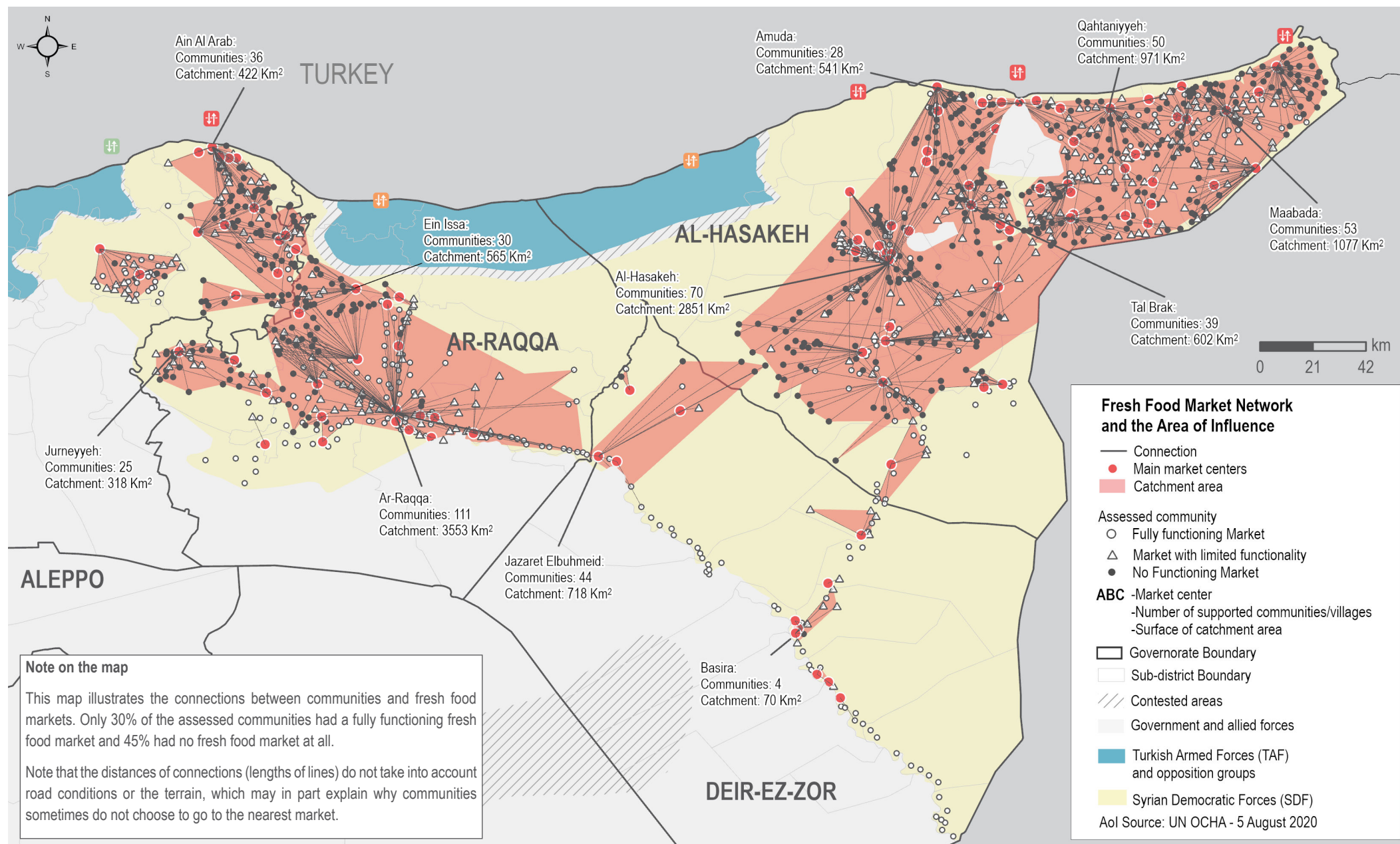
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3. Hygiene Items Market Network



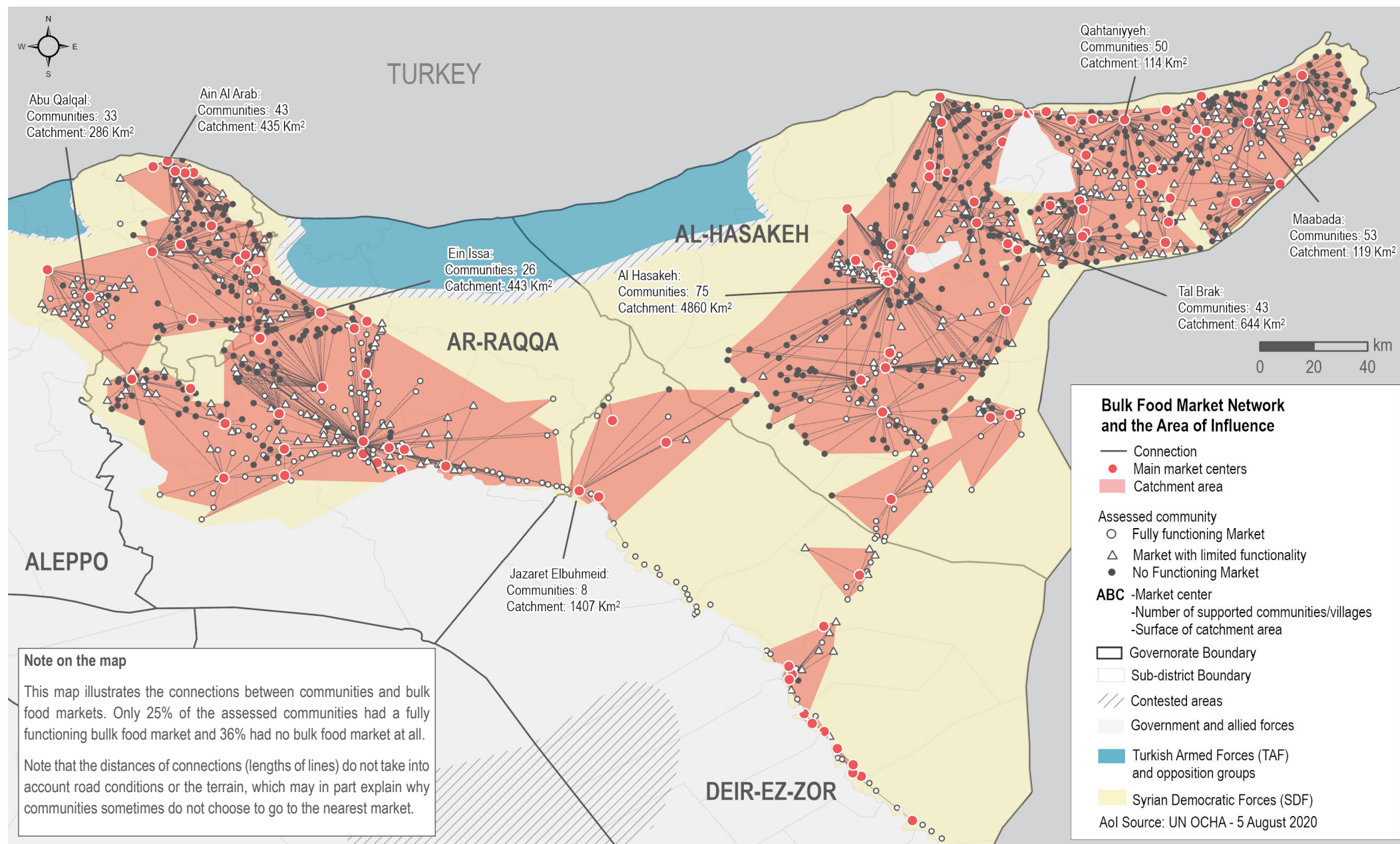
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4. Fresh Food Market Network



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5. Bulk Food Market Network



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6. Market Security

